



15th Annual

Saratoga Classic/Cool Car Show

Sunday, July 26, 2026

Business Promotion Opportunities

Promote your business at the 2026 Saratoga Classic & Cool Car Show in the Historic Saratoga Village.

The Saratoga Classic and Cool Car Show is a premier Northern California event attracting local residents as well as out of town visitors to the Historic Saratoga Village for excellent food, live music, and shopping. State Hwy 9 will be re-routed so that Big Basin Way in the Saratoga Village can be closed on Sunday for this special event! Nearly 300 show cars and thousands of visitors are expected. The Car Show is heavily promoted throughout the Bay Area online, on the radio, through social media platforms, print ads, and through the Saratoga Chamber of Commerce activities. See **SaratogaCarShow.com** for SARATOGA CAR SHOW WEEK events and for other promotional opportunities the week leading up to the car show.

If you want to target high net worth clients, this is the event to do it!

All Promotion Opportunities listed on the reverse include these “Basic” benefits:

1. Discounts at the Saratoga Chamber of Commerce Store during the week of the Car Show
2. Your business listed as a Proud Sponsor of the 2026 Saratoga Classic Car Show on the SaratogaCarShow.com website.
3. Display Space for a company brochure at the SPONSOR TABLE at the 2026 Car Show

Give your business a boost by participating in this prestigious and highly anticipated event. Contact Tiger Teerlink at (408) 828-9614 or Kelly Medrano at (408) 867-0753 or visit saratogacarshow.com



SaratogaCarShow.com



2026 Business Promotion Opportunities



1. **“Presenting Sponsor” \$12,000 (1 available)**

This is your chance to “go big” at one of the most popular events in the South Bay Area. Your company name to be shown as the “Presenting Sponsor” in appropriate marketing materials that have not already gone to press (car show poster, car show post cards, car show printed program, radio commercial script , etc.) The use and placement of your company name shall be in the sole discretion of the Saratoga Chamber of Commerce. Possible uses of your company name are as follows: “ABC Company Presents...The Saratoga Classic and Cool Car Show”, or “The Saratoga Classic and Cool Car Show presented by ABC Company”. Four of your 3 ft. X 8 ft. banners with your company name shall be displayed at the car show. (You supply the banners. Placement is in the sole discretion of the Chamber of Commerce) Your company to be recognized as the inaugural Presenting Sponsor in 4 stage announcements. You get to promote your business live on stage where you will be heard by thousands of those visiting the show including approximately 300 show car drivers.

2. **“Rock Out” Sponsor \$6,000 (1 available)**

Your company will get featured in 30 +/- radio spots on a popular radio station during the week; before the Car Show. You are invited to participate in the making of the 45 +/- second radio spot which invites the entire South Bay Area to the Car Show.

3. **“Start Your Engines” Sponsor \$4,000 (1 available)**

You will be the primary 2026 Saratoga Classic and Cool Car Show V.I.P. Kick-Off Event sponsor. Your company will have a table with your representative there to promote your business to the participants and answer their questions. Banner space available at the Car Show, the Kickoff Party, and at “Car Show Week” rallies. This prestigious event will be held on Saturday, July 18th, 2026 to signal the official start of Saratoga’s CAR SHOW WEEK. Your business name will be included in the appropriate advertising weeks before the event.

4. **“Victory Lane” Awards - \$4,000 (1 available) - Your Business name to be:**

- A) On 10 show-car awards presented at the show (1. Best 50’s Car; 2. Best 60’s Car; 3. Best Engine; 4. Best Get Away Car; 5. Best Paint; 6. Best Red Car; 7. Best Truck; 8. Best 4W Drive; 8. Best European; 9. Best Convertible; 10. Best Custom.)
- B) On each of the 10 trophies/plaques. (“Presented by -Your Company Name Here-”)
- C) On the awards table. (you provide the 2 x 3 ft. sign)
- D) Mentioned in 3 Stage Announcements thanking your company for its contribution.
- E) Displayed on related advertising about the awards process.

5. **“You are the Boss” Sponsor \$3,000 (1 available)**

Your company will be the Primary Sponsor for the downtown parking lot (Bank of America parking lot in the center of the town). You get to design the entrance and theme to that parking lot used for general show car parking and get live stage plugs to visit your location.

6. **“Keep on Truckin” Sponsor \$2,000 (1 available)**

You will be the exclusive Sponsor at the two pick-up/drop-off spots of the official car show shuttle. You may have one 10’ x 10’ space at each location to put up a pop-up tent with your company’s 2’ x 10’ banners.

7. **“Misting Oasis” Sponsor - \$2,000. (1 Available)**

A Misting Station (approximately 10 by 20 ft with fan misters) that will be strategically placed in a high-traffic area and provide a much-needed respite from the sun. The sponsor’s logo and branding will be prominently displayed with the misting station, including banners/signs, as well as in promotional materials. This unique sponsorship opportunity allows the sponsor to associate their brand with comfort and relief during a hot outdoor event, leaving a positive and lasting impression on attendees. (This is a very popular and “cool” place where people like to hang out)

Contact Tiger Teerlink to design a custom sponsorship or visit SaratogaCarShow.com to register your business promotion choices and to make payment.

Sponsor Contact Information: Tiger and Cody Teerlink (408) 828-9614, Tiger@compass.com (Subject: “Car Show”) or Saratoga Chamber of Commerce: (408) 867-0753, Info@SaratogaChamber.org.



Additional 2026 Business Promotion Opportunities



8. **“Lucky Lugnuts” Raffle - (You decide the price)**

Sponsor a raffle by donating a single item or several items, with a total retail value of \$2000 or more, to be raffled off at the Car Show on July 26th. Items to be raffled are subject to the approval of the Saratoga Chamber of Commerce. Proceeds to go to the Saratoga Chamber of Commerce.

Your Company to be credited with the donation by way of:

1. A sign at each Raffle Ticket Purchase location.
2. Six Stage Announcements thanking your company for its donation of the raffle item.

9. **“Forget me Not” - \$1500. (1 Available)**

Your company name and logo and contact information on:

- A) the Drink wristbands distributed at the show showing proof of age.
- B) Two “Speedy Meal” tickets distributed to each registered show-car.

10. **“Right On” Sponsor \$1000.00 (6 available)**

3’ x 8’ banner advertising space on the main stage. You provide the banner, and we hang it on the stage located in the center of town.

11. **“Key” Sponsor \$1000.00 ea. (16 available) (Sold until April 30th, 2025)**

1. Your logo on the official poster (time permitting).
2. Your logo on the official postcard.
3. Your logo on the Car Show Program if any are made available at the Car Show.
4. Four live stage announcements thanking your business for its participation.
5. A 10’ by 10’ space at the Car Show for your table to be used to promote your business.

12. **“Wet Your Whistle” Sponsor \$750 (6 available)**

2’ x 10’ banner advertising space at one of 3 beverage locations located on Big Basin Way.

13. **“I’m Here” Vendor \$500 (15 available)**

10’ x 10’ table space at the Car Show for your table to be used to promote your business and/or sell your products. Our Vendor/Sponsor Coordinator will follow up with you promptly. In the event food is being served, a permit must be obtained from the appropriate governmental organization which will increase the price to \$550 or \$650 depending on the type of food being served.

14. **“Look At Me” Sponsor \$350 (10 available)**

3’ X 8’ Banner Space during the Car Show to display your banner with your business name. Your banner to be delivered to the Chamber of Commerce by July 14th for space planning. Placement of your banner shall be in the sole discretion of the Saratoga Chamber of Commerce.

15. **“You’re The Best” Sponsor \$350 ea. (10 available)**

An award to the show car of your choice. Example: Award plaque says “Best Vintage Car presented by ABC Winery,” or “Sweetest Ride presented by XYZ Candy Company.”

16. **Car Show Printed Program Sponsor: Quarter Page Ad - \$350, Half Page Ad - \$500; Full Page Ad - \$950**

All show-car registrants and thousands of visitors in town will get this program which contains the Car Show map, and timeline of events. You provide the artwork to the proper size. Need artwork by July 1st.

17. **Customized Cruisers Package**

Tailor a package to meet your unique needs and budget, including any combination of individual sponsorship opportunities. Ask for a list of items and services needed for the show.

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